

A Guide To
Successfully Selling
Your Home



Watts
& Morgan

Contents

- 1 Why Choose Watts & Morgan
- 2 The Value Of Your Property
- 3 Marketing Your Home
- 5 How We Work
- 6 Our Comprehensive Property Service
- 7 Watts & Morgan London

With our long
established
reputation and
our association
with professional
bodies, we offer
a service that all
clients can trust.



Why Choose Watts & Morgan?

Established in 1857, Watts & Morgan is one of the oldest firms of estate agents in The Vale of Glamorgan and Bridgend.

We offer an extensive, personalised service on virtually every aspect of property related matters within the Residential, Commercial and Agricultural Property Markets. Our reputation is based on a consistent level of exceptional service which we deliver to our clients.

Watts & Morgan Today

Watts & Morgan is a modern and innovative estate agency. Our ethos is to complete every task proactively with an emphasis on action and customer care. We fully understand the selling and buying process. We offer a personal, tailored service with knowledgeable staff members on hand to help every step of the way.

Watts & Morgan are committed to professional excellence with qualified staff and membership of the The Royal Institution of Chartered Surveyors (RICS) and the National Association of Estate Agents (NAEA).

Trust

With our established reputation and our association with professional bodies, we offer a service that all clients can trust.

Enthusiasm

Along with our passion for property, we employ the powers of listening and understanding. We combine this with energy and drive to achieve the best for our clients.

Service

Customer service is of utmost importance to us. We endeavour to exceed our clients' expectations with a helpful, proactive and personal approach which is tailored to each individual client.

Local Knowledge

Each of our offices is strategically situated in a prime High Street position. We exercise first hand local knowledge of the local market offering honest and professional advice.



The Value Of Your Property

The first step to placing your property on the market is to arrange a market appraisal. Watts & Morgan conduct weekly valuations across your local area and so we have an understanding of current market conditions which allows us to value properties accurately.

We also use recent price comparison reports, which not only show the properties that have been on the market but more importantly, the sale price that was achieved.

It is important for us to provide an accurate valuation of your home and throughout the process we consider the following factors:

- Current market conditions
- Other comparable properties for sale and the time that they have been on the market
- Location and position of property
- Condition and presentation (internal and external)
- Our clients' timescales for moving

Valuing a property is not an exact science. Watts & Morgan will interpret the market on your behalf and understand the key selling points which affect a potential purchaser's decision. Watts & Morgan endeavour to achieve the best price in the shortest possible time for our clients.

Whilst it is the buyer who determines the final selling price, pitching a guide price should be a consultative process where both seller and agent consider the factors above. They can then come to an agreement which is both realistic and which suits the seller, our client.

Key points to remember

- **Accurate pricing** means more buyer activity
- **More buyer activity** results in a **quicker sale** at a higher price
- If a property spends a long time on the market = **property goes stale, lower price achieved**



Marketing Your Home

The presentation of your property is very important and first impressions count. It is vital that your property is presented internally and externally in the best possible way.

Perfect Property Details

We will take high quality professional photography. Our package includes floorplans and a detailed description which highlights the key selling points of your property. By law an Energy Performance Certificate (EPC) is required in order to market every property. Watts & Morgan are able to help to arrange for this to be carried out.

Website Portals and Social Media

We not only recognise the importance of a strong online presence but also the need to interact via social media. This enables us to reach out and engage our online audience of potential purchasers and vendors. We are able to offer our clients a wide range of advertising for their property through the following website portals: wattsandmorgan.co.uk, Rightmove.co.uk, OnTheMarket.com and Mayfair Office, London. Your property will also be actively promoted across Watts & Morgan's various social media platforms including Facebook, Twitter, Instagram and YouTube.

Local and National Advertising

We advertise in key local publications such as Vale Life, Cardiff Life and The Western Mail. We also have fantastic links through our London office to national magazines and newspapers such as The Telegraph, The Times and Coast Magazine where our properties are often featured.





Select images by
South Wales Property
Photography



How We Work

Tailored Approach

Properties are as individual as the people who live in them. We provide our clients with a highly personal, bespoke and tailored service to achieve successful results. Watts & Morgan will be with you every step of the way, and will provide you with honest, helpful advice on even the smallest of matters. We pride ourselves on keeping our clients fully informed with clear channels of communication throughout the entire sales process.

Your local Property Experts

Watts & Morgan know how important it is to have great people working for you. Our highly dedicated staff are professional, passionate and have a great knowledge of the local area. Informing prospective purchasers of important information can be the difference between a successful sale or a missed opportunity.

Proactive Approach

Watts & Morgan have invested in the latest property software allowing us to identify prospective purchasers and maximise the exposure of your property to a targeted buying audience. Our proactive approach means we can contact genuine, motivated and proceedable buyers with your property to achieve successful results for you.

Viewings

We accompany all viewings and ensure that all of our staff have a knowledge of your property before it is placed on the market. Feedback is essential and we provide our clients with honest, constructive and price-related feedback to ensure you are kept fully informed after every viewing.

Negotiation

Our staff are experienced negotiators who will work hard to achieve the best possible result for you. We provide our clients with high quality, detailed information to enable you to make an informed decision. We shall provide you with information such as the buyers position including full chain details (if applicable), financial verification on how a buyer intends to fund the purchase and their timescales to complete the sale by.

Sales Progression

Throughout the sales process you will have a dedicated point of contact who will be on hand to advise you and keep you fully informed throughout the sale. Your dedicated point of contact will assist you every step of the way ensuring the sale progresses as smoothly as possible.



Our Comprehensive Property Service

Watts & Morgan are able to offer a comprehensive property service, covering virtually every aspect of property related matters within the Residential, Commercial and Agricultural Property Markets. We offer:



Residential Lettings and Property Management

- Market appraisals
- Advice on safety regulations and relevant legislation
- A choice of a fully managed service or tenant find only



Commercial and Professional Services

- Commercial agency advice including disposals, acquisition and development appraisal across all property sectors
- Professional advice including valuation, rent review, lease renewal and rating advice
- Property Management
- Development advice for residential, commercial, industrial and leisure schemes
- RICS Registered Valuers reports and valuations
- Compulsory Purchase Compensation
- Strategic Asset Advice



Rural/Agricultural Services

- Rural Property Sales
- Valuation for Taxation, Dispute Resolution, Expert Witness, Estate Planning, Lending Purposes
- Compensation for Pipelines/Utilities/Easements
- Compensation for Compulsory Purchase
- Landlord and Tenant Matters
- Basic Payment & Agri Environmental Schemes
- Rural Planning & Diversification
- Advice on Renewable Energy including Solar/Wind/Hydro/Batteries
- Advice on access/grid route requirements for renewable and other development types
- Negotiations with Residential/Commercial developers
- Advice on Telecommunications leases/renewals
- Sales of Livestock



Public Auctions

- Regular auctions held for Property, Land, Commercial, Investment, Agricultural and Industrial



Watts & Morgan London

We have an office and showroom at Cashel House, Thayer Street, London where details of our country and character homes, cottages, equestrian properties and individually designed residences are held and are available for interested parties to view. The Mayfair Group brings over 150 of the very best independent firms to make a formidable force in property. This is the way we provide the very best in local expertise and experience with the added advantage of superb exposure to the global market.

The Mayfair Office maintains connections with National Relocation and Property Search Companies and also includes a National PR Department which is able to introduce suitable properties to the National Press. They are one of the very few PR and Marketing specialists solely dedicated to the residential property market.

The Mayfair Office has a special relationship and knowledge with the Property Press Journalists and uses every opportunity to gain important and valuable editorial space for clients in the National Media including The Times, Daily Telegraph, The Daily and Sunday Express. In addition, the Marketing Department can offer our client significant advertising discounts in National Media, e.g. Country Life, and The Horse & Hound magazine.

Every year Watts & Morgan together with other member firms, market hundreds of interesting and newsworthy properties. The Mayfair Office ensures that houses of special historical, aesthetic, architectural or social importance are circulated to national property journalists.



Cashel House, 15 Thayer St, London W1U 3JT
mayfairoffice.co.uk





B Bridgend

T 01656 644 288

E bridgend@wattsandmorgan.co.uk

Commercial Department

T 01656 644 288 (3)

E commercial@wattsandmorgan.co.uk

C Cowbridge

T 01446 773 500

E cowbridge@wattsandmorgan.co.uk

Rural Department

T 01446 774 152 (1)

E rural@wattsandmorgan.co.uk

P Penarth

T 029 2071 2266

E penarth@wattsandmorgan.co.uk

London

T 020 7467 5330

E london@wattsandmorgan.co.uk



● CARDIFF



Watts & Morgan

wattsandmorgan.co.uk